

GOOGLE ADS





Why Use Google Ads?

- Wide reach: Billions of daily users
- Targeted advertising
- Fast results
- Measurable ROI
- Budget flexibility

How Google Ads Works

- **Advertisers bid** on keywords
- **Ads appear** in search results or display network
- **Ad Rank** = $\text{CPC Bid} \times \text{Quality Score}$
- **You pay** only when someone clicks (PPC)



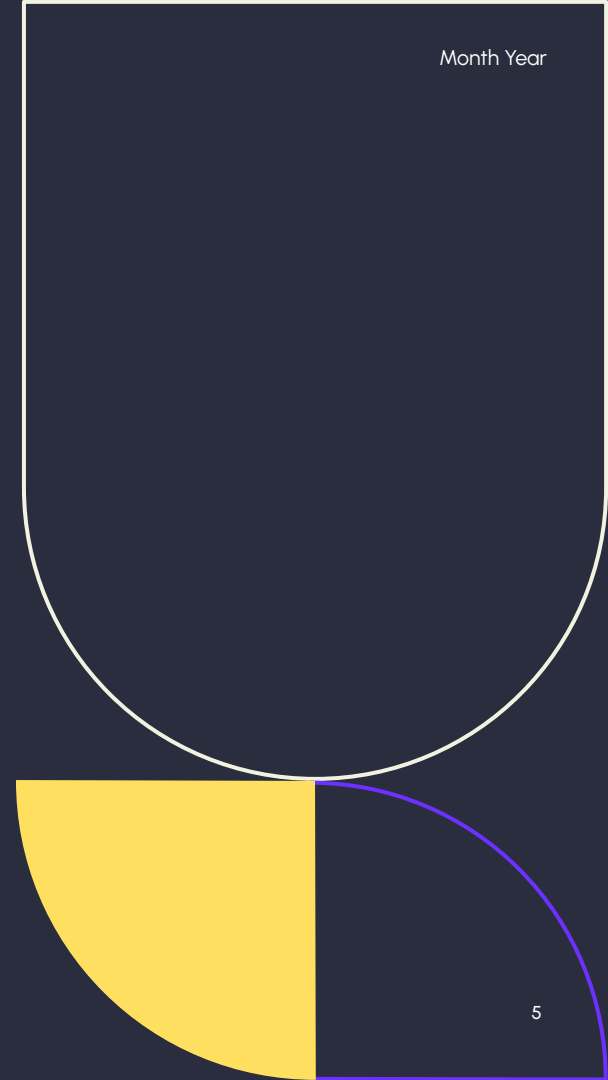
Google Ads Campaign Types

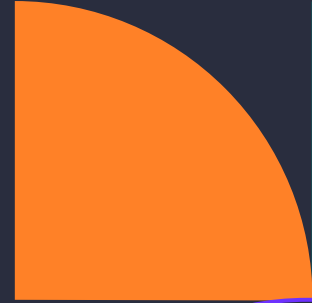
- **Search Ads** – Text ads on Google search results
- **Display Ads** – Banner ads across websites
- **Video Ads** – Ads on YouTube
- **Shopping Ads** – Product ads with image/price
- **App Promotion Ads** – Promote your app



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Keyword Targeting

- Choose relevant keywords
- Match types: Broad, Phrase, Exact, Negative
- Use Google Keyword Planner for research

Audience Targeting

- Demographics (age, gender)
- Location
- Device
- Interests & behavior
- Remarketing



Budget & Bidding

- Set **daily** or **monthly** budget
- Bidding strategies:
 - Manual CPC
 - Enhanced CPC
 - Target ROAS
 - Maximize Conversions



Quality Score

- Based on:
 - Ad relevance
 - Expected click-through rate (CTR)
 - Landing page experience
- Higher score = lower CPC



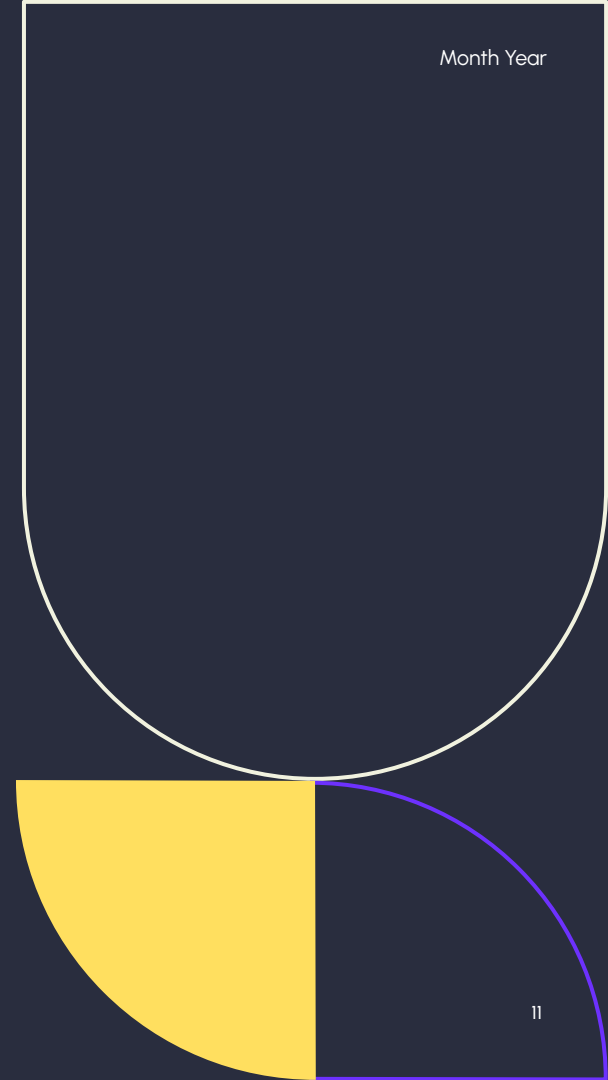
Ad Extensions

- **Sitelink:** Links to other pages
- **Callout:** Extra info (e.g., Free Shipping)
- **Call:** Phone number
- **Location:** Show business location



Measuring Success

- **CTR** – Click-Through Rate
- **CPC** – Cost Per Click
- **Conversions**
- **Impressions**
- **Quality Score**
- **ROAS** – Return on Ad Spend





Thank you